DISCOVER BOATING
MINNEAPOLIS BOAT SHOW
PROGRESSIVE

JANUARY 21 – 24, 2027

HALL A · NEW THIS YEAR



AI rendering for illustrative purposes only



An Under-the-Sea journey to Hall A

EXHIBITOR OPPORTUNITY

Launch Point

Where every boater's journey begins.

Your boat meets the show's most ready-to-explore-and-buy audience.

Launch Point is the new heart of Hall A, built to turn first-time browsers into first-time buyers. Organized by activity, it puts entry-level boats directly in front of the show's highest-intent audience: people who are ready to get on the water for the first time but don't yet know what boat is right for them.

Highest-intent buyers

First-time boaters ready to get on the water — and still choosing their boat.

Activity-matched exposure

Your boats sit in the zone that matches how buyers want to use the water.

Traffic that stays

Interactive features draw steady foot traffic; The Dock keeps families in the area longer.

FOUR ACTIVITY ZONES

Organized by activity, not boat type

Cast Off
Fishing · Trout Pond
"Hook your first catch."

Wake Up
Wakesurfing / Watersports · Surf Simulator/Flowrider
"Ride in, ride out."

Cruise Control
Cruising / Pontoons · Relaxing vibes
"Slow down. You're here."

Family Float
Paddling / All-Ages · Kayak/paddleboard pool
"Everyone's invited."

The Dock — a lounge with live music and seating at the center of Launch Point, keeping families in the area longer.

EXHIBITOR PARTICIPATION

Put your boats in Launch Point

PARTICIPATION FEE

$1,500

per boat

Placement in Hall A's new entry-level, activity-organized area.

Important Details

- Area intended for boats that represent the entry-level model for your boat brand.
- Target is 30-50 boats on display within the four activity zones. Zones may be altered based on participation levels.
- NMMA will staff Hall A with unbiased boating ambassadors to assist customers. Small signs will be created for each boat with a QR code or Phone/Text with who to contact for more information on a boat.
- Broad representation of boat types will create the best consumer shopping experience; however, space is limited. Participating brands must already have space on the main floor of the show. **Reserve a spot for your boat by November 30, 2026.**
- Show staff will reach out to all participants beginning the first week of December with further details on next steps and the floorplan.

RESERVE YOUR SPACE

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